



Short North Parking Plan

Community Meeting

4 April 2018

THE CITY OF
COLUMBUS
 ANDREW J. GINTHER, MAYOR

WELCOME

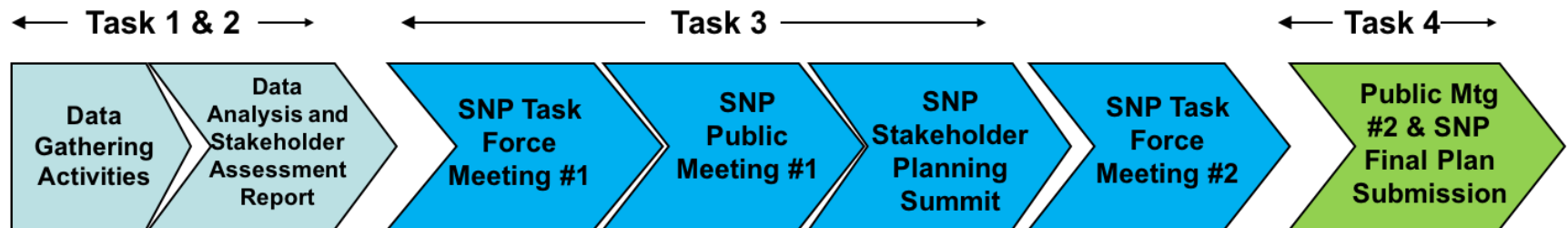
- Meeting Purpose: *Share detailed information on the Proposed Plan Recommendations*
 - Review proposed plan
 - Review community outreach process
 - Overview some early feedback
 - Questions



COMMUNITY ENGAGEMENT PROCESS OVERVIEW

The Short North Parking Strategic Facilitation project led by RAMA focuses on research, engagement, and consensus-building by working with a diverse set of stakeholders to finalize a comprehensive parking recommendation for the Short North Neighborhood.

Our Summarized Approach




February – May 2018

TASK FORCE MEMBERS

Name	Group Affiliation
Marianne Lannan	Short North Small Business Owner
Sam Schishler	Short North Business
Jeff Smith	Resident – Short North Civic Association
Marc Conte	Resident – Victorian Village Commission
Rex Hagerling	Resident – Italian Village Commission
Kathy Rhinehart	Community Representative
Jayne Bocija	Community Representative
Jennifer Wooster-McBride	Community Representative
Annie Bowlin	Short North Business
Rory Krupp	Weinland Park Civic
Georgia Alexander	Short North Business
Betsy Pandora	Short North Alliance
Matthew Hanson	University District Commission
Daniel Koch	Short North Small Business Owner
Robert Ferrin	City of Columbus
Jon Heider	City of Columbus

A FEW REMINDERS

- Be respectful & solutions focused
 - Written questions specific to plan elements/process
 - As many questions tonight as possible within time
 - All questions will be answered this week. Posted to the website and available at the Summits
 - Actionable solutions/comments are welcome ANYTIME
 - Parking Summits (This Saturday/Next Tuesday)
 - Online Form/Via Phone
 - This is not a public hearing
- 

QUESTIONS?

**Please complete cards and pass them to
the end of your aisle**



CURRENT PLAN RECOMMENDATIONS

- Why manage parking?
- Why create a plan?
- How did we get here?
- Where are we headed?
 - Plan Recommendations
 - Implementation Timeline



WHY MANAGE PARKING IN SHORT NORTH?

- Parking (& access) demand has exceeded supply
- Facilitate access to residents & businesses
- Reduce traffic congestion
- Provide mobility options
- Valuable public resource



PARKING MANAGEMENT STEPS

1. **Demand** - transit, ride, bike, car sharing
2. **Location** - wayfinding, shared parking
3. **Timing** - time limits, hours of operation, permits
4. **Pricing** - variable pricing, on-street vs. off-street
5. **Supply** - expensive, least desirable

WHY CREATE A PLAN?

- Multiple user groups
 - residents, resident guests, businesses, employees, visitors
- Fragmented existing conditions / restrictions
- Future growth & development opportunities
- Short North's success is vital to the City's success

HOW DID WE GET HERE?

2014-15

Nelson Nygaard Plan

2016-17

Special Parking Area
“In-Lieu Fee Program”

2017-18

Short North Parking Plan
“Permit Parking Program”



PLAN APPROVAL PROCESS

STEP ONE

- Most plan elements are governed by Director of Public Service Rules & Regulations
 - Meter Rate Adjustment
 - Permit Program Policies
 - Benefit District Policies
- These rules and regulations are being finalized and will be available for public review next week on the City's website

PLAN APPROVAL PROCESS

STEP TWO

- Some plan elements will require a code change, to be considered by City Council as part of an overall parking code change overhaul. They include:
 - Creation of a parking benefit district
 - Redefining what a parking meter is to allow for mobile payment
- City Council will consider these and other city-wide code changes in May
- City Council will not be approving the plan as part of this consideration
- 90-95% of the plan can be implemented under existing or revised Public Service rules and regulations

PLAN RECOMMENDATIONS

1. Goals
2. Zones
3. Rates & Restrictions
4. Benefit District
5. Enforcement
6. Employees
7. Residents
8. Guests
9. Visitors
10. Assessment & Evaluation

PLAN GOALS



Customer Focused

Equitable

Consistent

Leverage Mobility Options

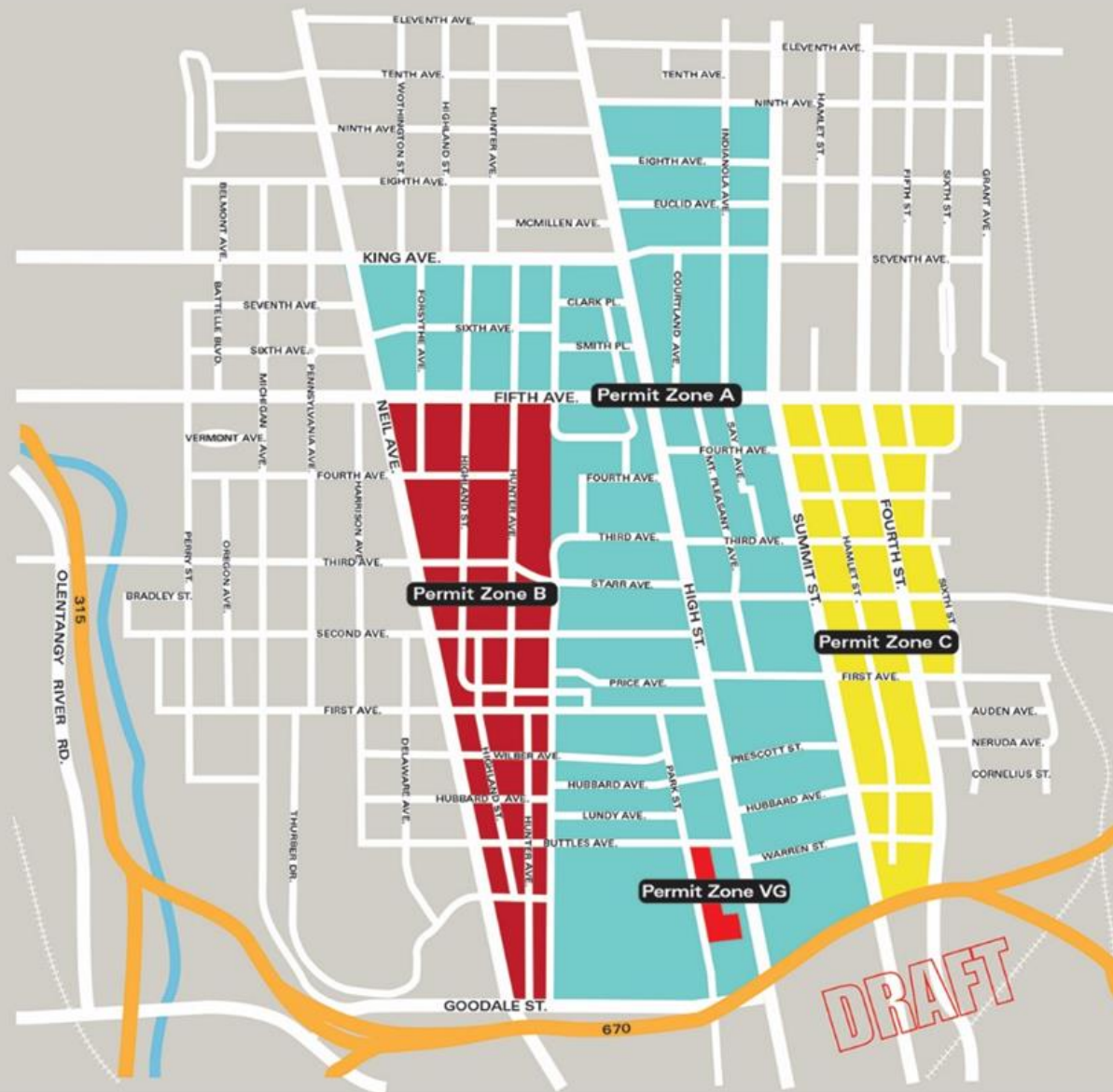
Option 1

Permit Zone A:

Permit Area B:

Permit Area C:

Permit Zone VG:



Residential Permit Parking Zones

RATES AND REGULATIONS

- **Inner Zone:** 8a-12a (\$2/hr, 3 hr max) permit exempt
 - Encourages metered parking & garage parking utilization
- **Outer Zone:** 3p-12a (3 hr max) permit exempt
 - Less Demand Area, allows for daytime parking

BENEFIT DISTRICT

- Similar goals of Special Parking Area Fund
- 100% revenue (after operational expenses) go to District
- Committee recommends projects to Public Service
- Currently drafting Pro-Forma (revenues & expenses)
- Funds to be used on:
 - Mobility Options
 - Parking Enhancements
 - Other Transportation needs



PARKING ENFORCEMENT

- Anticipate utilizing existing staff, expand if needed
- Active enforcement - 8am-12:30 am Mon-Sat
- Utilize License Plate Recognition (LPR)
 - Can enforce more efficiently
 - Only see personal information from permit holders
 - Can not access personal information from visitors
 - Benefit of broadcasting parking information

EMPLOYEE PARKING, PERMITS & ACCESS

- 2 permits provided per business
 - 1 permit for inner zone, 1 permit for outer zone
 - By plate permit flexibility
- \$100/year (inner), \$50/year (outer)
- Late night mobility service proposed
 - Currently working with partners on solutions
- Outer zone restrictions allow for daytime parking



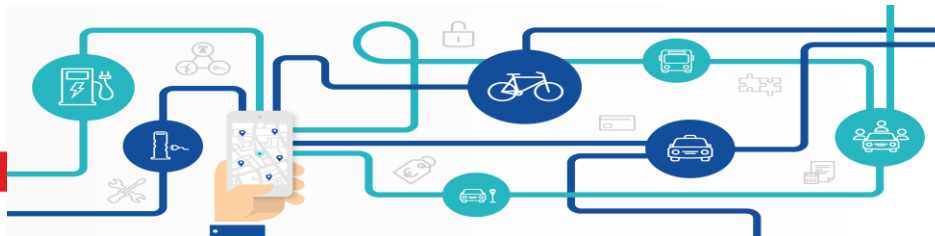
EMPLOYEE PARKING OPTIONS

Daytime Employee (before 3PM)

- Use 1 of 2 employee passes
- Park in outer zone for free
- Use street parking (for less than 3 hours)
- Park in nearby garages

Evening Employee

- Use 1 of 2 employee passes
- Use downtown garages and employee shuttle
- Use street parking (for less than 3 hours)
- Park in nearby garages



RESIDENT PARKING OPTIONS



- Purchase a \$25 on street permit for your zone
- Purchase a \$100 on street permit for your zone with guest privileges
- Off street parking
- Private spots provided by your building

RESIDENT PERMIT PARKING

3 Units or Less

- 2 permits/address
- 2 guest sessions/day
- \$25/yr (w/o guest)
- \$100/yr (w/guest)

4 Units or More*

- 1 permit/address
- 0 guest sessions
- \$25/yr

Permits to be “by plate” with no stickers

- * 4 units or more buildings that do not have adequate off-street parking
- * 4 units or more buildings built in or after 2005 are not eligible for permits

RESIDENT GUEST PARKING OPTIONS



- Use the guest access code provided by the resident and park in their zone for free for 24 hours
- Follow visitor parking guidelines for on street and meter parking
- Park in a Short North Garage

RESIDENT GUEST PARKING

- 2 validated (free) sessions/day for eligible permit holders
- Guest would initiate process via mobile app
- Resident permit holder would provide validation code to guest
- Limit of 300 sessions / year
- Exploring fee for additional sessions/day or sessions/year
- Guests could park for up to 3 hours under visitor provision

VISITOR PARKING OPTIONS



- 3 hour on street parking
- Park in a Short North garage/ lot



SHORT NORTH VISITOR PARKING & ACCESS

- **Parking Meters:** 8a-3p (\$1/hr), 3p-12a (\$2/hr)
 - Meter feeding question for discussion
- **Inner Zone:** 8a-12a (\$2/hr, 3 hr max) permit exempt
 - Encourages metered parking & garage parking utilization
- **Outer Zone:** 3p-12a (3 hr max) permit exempt
 - Less Demand Area, allows for daytime parking
- Meters remain as is, all other areas mobile payment

PLAN RECOMMENDATION SUMMARY

If you are a(n)...

These are your parking options

Resident

On-street permit program (\$25-\$100)
Off-street parking

Resident Guest

On-street permit program,
3 hour parking (\$2/hr)

Visitor

3 hour on-street parking (\$1-\$2/hr),
Garage/lot parking (rates vary)

Employee

On-street permit program (\$50-\$100),
Remote Parking/Shuttle

PLAN ASSESSMENT & EVALUATION

Nov 2018

Implementation

May 2019

1ST Evaluation Period

Aug 2019

2ND Evaluation Period

- (quarterly thereafter)
-

GOAL

Maintain 60-80% avg. occupancy

ADJUST

Rates, Permits, Time Limits

IMPLEMENTATION TIMELINE

April 4

Public Meeting #1

April 7/10

Planning Summits

May 10

Public Meeting #2

May

Council Action

November

Plan Implemented

QUESTIONS?

**Please complete cards and pass them to
the end of your aisle**



Q&A: UNDERSTANDING THE PROPOSED PLAN

- What elements are not as clear?
- What main concerns do you/your constituency have?
- General Questions?



COMMUNITY ENGAGEMENT PROCESS OVERVIEW

- Community Engagement Work to Date
- Early Feedback Highlights
- Ongoing Engagement Opportunities



How You Engaged So Far...



1,093 Total Survey Respondents

- 40 Out of Town Visitors
- 78 Businesses via Short North Alliance Survey
- 566 Residents
- 86 Employees
- 323 Metro Visitors



7 Focus Groups Facilitated

- 3 Resident Groups
- 2 Business Owner Groups
- 1 Employee Group
- 1 Community Based Organization Group



7 Community Stakeholder Interviews Conducted to elicit additional proposed plan feedback



125 Online Forms Submitted
with comments and questions



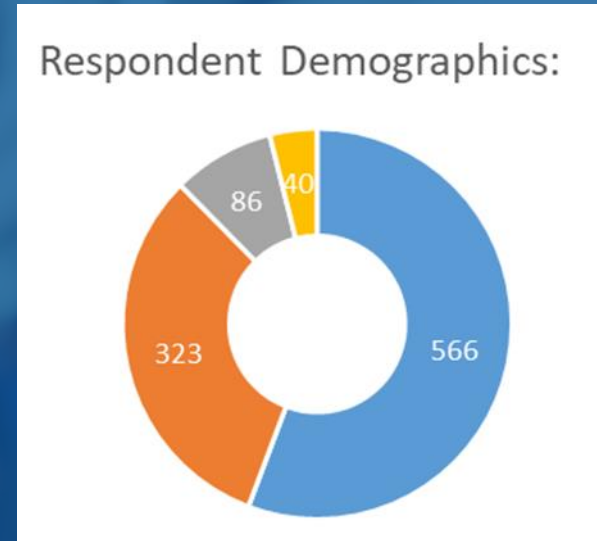
3 Hotline Calls
received

Short North Parking
Community Engagement

THE CITY OF
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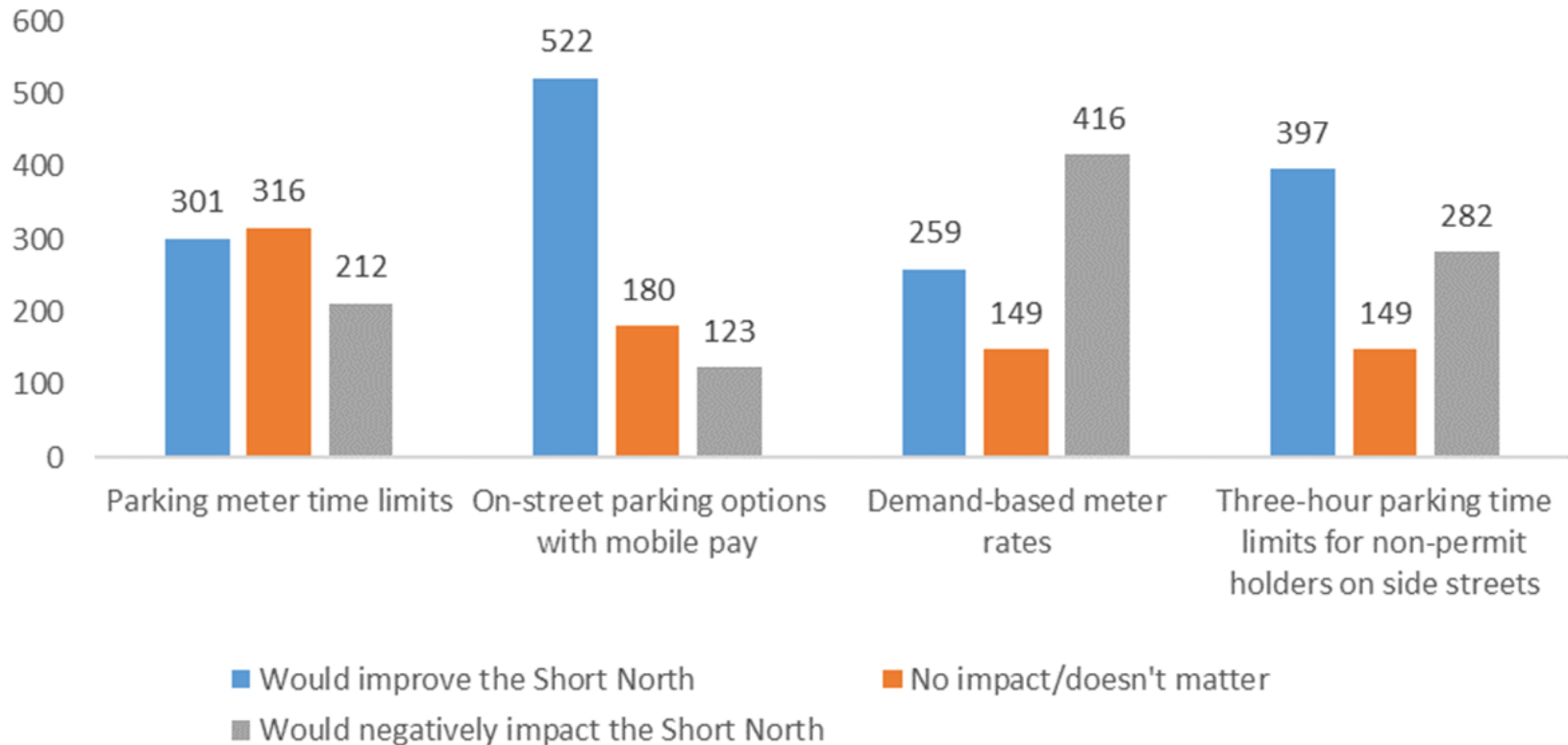
STAKEHOLDER FEEDBACK

- Survey – 1,015 Respondents
 - 566 Residents
 - 86 Employees
 - 323 Metro Visitors
 - 40 Out of Town Visitors
- Business Survey (Via SNA) – 78 Respondents



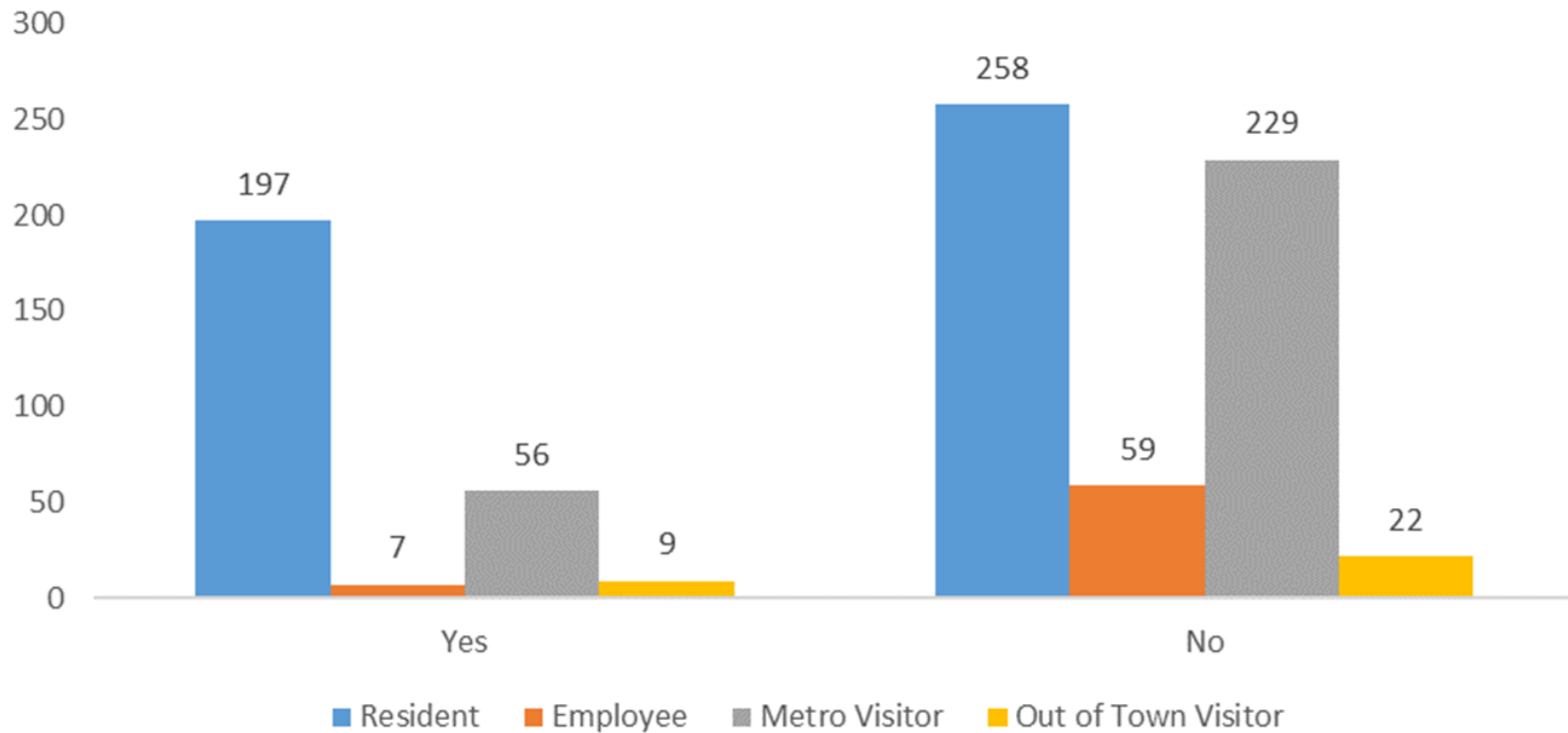
COMBINED SURVEY RESPONSES

All survey respondents were asked what impact, if any, would the following have on their willingness to visit the Short North for shopping or leisure purposes:



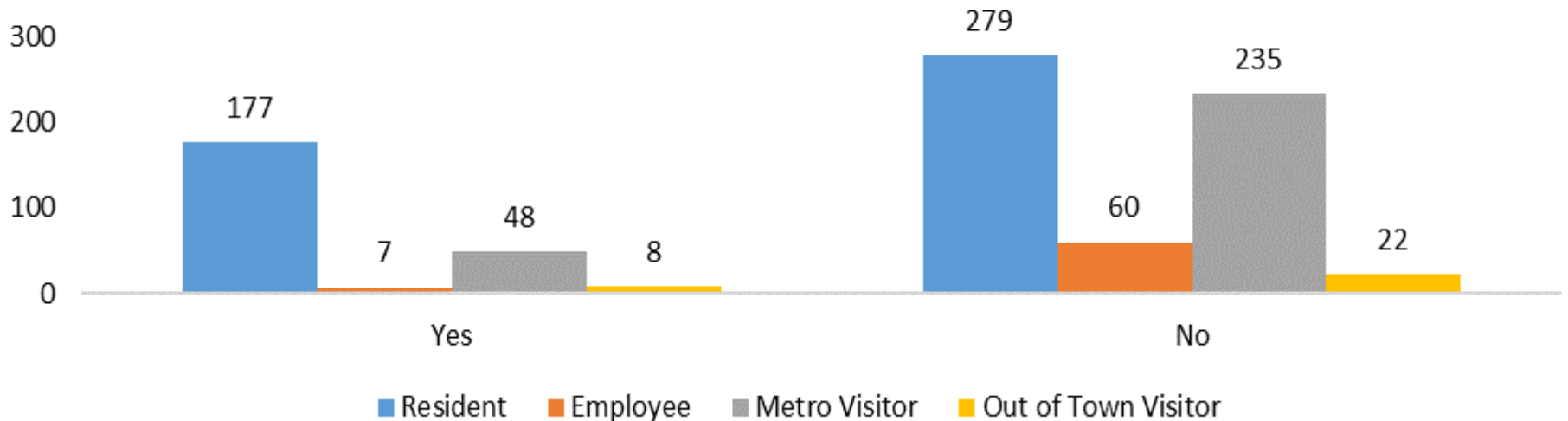
COMBINED SURVEY RESPONSES

Respondents were asked if parking should be enforced on Sundays:



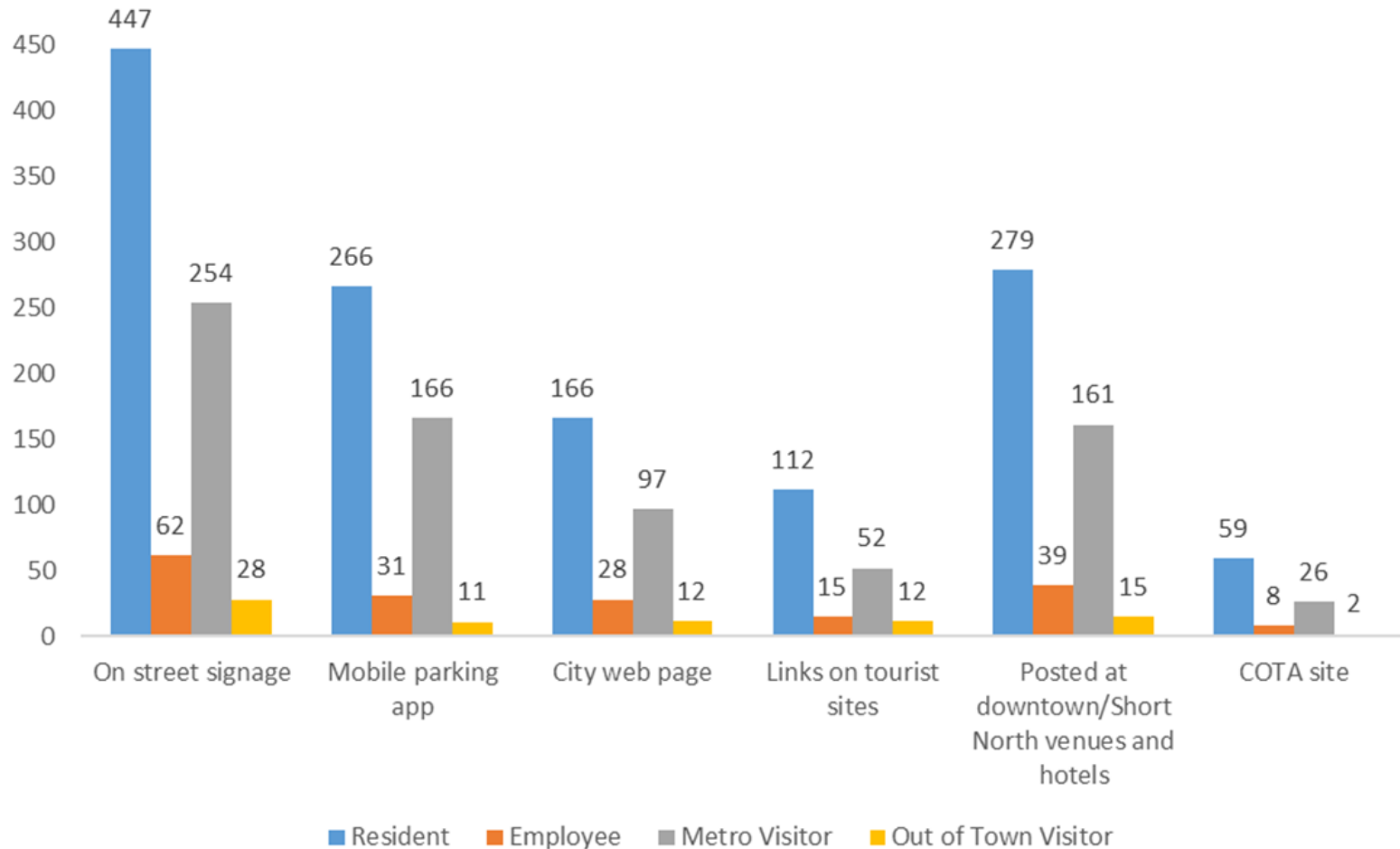
COMBINED SURVEY RESPONSES

Respondents were asked if they believed parking meters should be operational past 10pm with enforcement:



COMBINED SURVEY RESPONSES

Best way to inform and educate the public about new parking provisions in the Short North:



FOCUS GROUP THEMES

RESIDENTS	EMPLOYEES	BUSINESSES	INTERVIEWS
Resident-only neighborhood parking	Safe parking near business (ideally in neighborhoods)	Increased number of parking permits	Better signage/ proper education and adoption period
Increase meter rates to exceed cost of garages	Convenient customer parking	Increase in meter time length	Increase visitor fees at meters so that close parking is the premium
24/7 Enforcement	Improved safety	Safe convenient employee parking options	24/7 Enforcement
More guest parking options	Increased public transportation for visitors	Better signage / wayfinding	Any shuttle program for employees must be efficient and cost effective



WHAT'S NEXT?



SHARE YOUR SOLUTIONS!

SHORT NORTH PARKING SUMMIT

Bring your ideas about how to improve the Short North Parking Plan.

Attend ONE of the following:

Parking Summit #1

Saturday, April 7th

8:30 am - NOON

Greater Columbus Convention Center
Short North Ballroom

Parking Summit #2

Tuesday, April 10th

8:00 am - 10:30 am

Greater Columbus Convention Center
Short North Ballroom

At each planning summit you can learn about the proposed changes to parking in the Short North, listen to the parking concerns of your neighbors and work together on improving the plan's recommendations.

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DEPARTMENT OF
PUBLIC SERVICE

Learn more about the plan and RSVP
for the meeting at:

columbus.gov/publicservice/parking

General Project Questions? Contact
the SNP Outreach team:
614-502-7223



COMMUNITY MEETING #2



Thursday, May 10th, 2018

**Garden Theater
1187 North High St, 43201
Meeting is from 6:00 - 7:30pm**



STAY CONNECTED

– Communication Channels

- Website – www.columbus.gov/publicservice/parking
- Phone Line - 614-502-7223

- Fill out contact card for news of upcoming Short North Parking Events



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